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VIGNETTES

ISSN: 1055-2847

The Agricultural Trade and Marketing Information Center Newsletter

No. 23, February 1996 (Issued Quarterly)

The Animal and Plant Health Inspection Service (APHIS) Information Services

The Animal and Plant Health Inspection Service (APHIS) of the United States Department of Agriculture (USDA), plays a significant role in the importing and exporting of agricultural goods while maintaining the first line of defense against foreign plant and animal pests and diseases. APHIS provides a variety of information services to facilitate international trade. The EXCERPT data base, the IDEA system, the USDA's voice response service, and the APHIS home page are all available to help encourage and promote international trade.

EXCERPT is a computerized system of the phytosanitary (plant health) requirements for most countries (more than 190) to which the United States exports agricultural products. EXCERPT identifies the requirements for exporting agricultural commodities and determines whether phytosanitary certificates can be issued for specific commodities. The database also lists the status of endangered plant species.

The program for the EXCERPT data base was developed in cooperation with Purdue University's Center for Environmental and Regulatory Information System (CERIS). EXCERPT is accessible not only to APHIS officers but also State and county officials and industry members. Customers may access the data base with their personal computers and modems via CERIS-NET. To subscribe to EXCERPT, contact a CERIS/Purdue representative at 317-494-6616. CERIS/Purdue charges a subscription fee for access to the system.

The IDEA system is an information dissemination electronic access system that is a central source of information on APHIS animal health and welfare programs and services. New programs, systems, and services are added continually as they become available. The infor-

mation currently contained in the system includes: animal care requirements; information from the Center for Epidemiology and Animal Health (CEAH); the most current State and international livestock import and export requirements; State status for diseases such as brucellosis, tuberculosis, and pseudorabies; and Food Safety and Inspection Service monthly reports.

Information stored in the IDEA host computer is available to any user at all times. Users can establish a connection between their personal computer and the host computer located in Fort Collins, Colorado, via modem or the wide area network. Working from the IDEA menu, users select the information they want. Hardware requirements are an IBM compatible personal computer with at least 12 megabytes of hard disk space available for storage and a modem more than 1200 bps operation. Software needed includes: MS-DOS (version 3.2 or later); Crosstalk Mk4 (2.0 or later); WordPerfect (5.0 or later); and IDEA diskettes and a VAX id from CEAH. Interested users can contact CEAH for more information at USDA/APHIS/VS/CEAH, 555 S. Homes, Ste. 300, Fort Collins, CO 80521. Tel: 970-490-7900; FAX: 970-490-7999.

USDA's voice response service is an automated telephone information service that provides information about State and international regulations for moving animals and animal products. The phone number is 1-800-545-USDA (8732). Once connected via a touch-tone phone to the voice response service, it provides a list of menus ranging from emergency notices to animal care. The voice response service is accessible 24 hours a day, 365 days a year.

See APHIS, page 2

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In addition to the above information services, APHIS maintains a home page on the Internet: URL: <http://www.aphis.usda.gov> where information is available to the public about a wide variety of APHIS programs. There is an import/export directory that lists APHIS contacts involved in facilitating international movement of agricultural products. Descriptions of the roles and other organizational information about APHIS programs, like veterinary services and plant protection and quarantine units, are available as well. Users can download many documents directly from the home page.

Each of the mentioned information services—the EX-CERPT data base, the IDEA system, USDA's voice response service, and the APHIS home page—helps to facilitate international trade. The services provide information about animal and plant health to customers

engaged in importing and/or exporting and APHIS program officers tasked with protecting the health of American agriculture.

Providing information to customers and stakeholders is an important priority for APHIS. APHIS wants to play an active role in the global village that agriculture has become by facilitating international trade. The APHIS vision states: "We bring food to the table, stimulate global economies, safeguard agricultural resources, and protect and enhance ecosystems; helping to manage the flow of information on animal and plant health is one way to do that."

(Information on the Animal and Plant Health Inspection Service (APHIS), Information Services was provided by Kendra Pratt, and Anna Cherry, Office of Public Affairs, APHIS.)

Items of Interest

Agricultural Cooperative Development International (ACDI) Announces U.S.-Hungarian Joint Venture

Golden Dome Trading of Wilton, Connecticut, has introduced popcorn to Hungary in a joint venture with Pusztaszabolcs Cooperative (PMS) to produce popcorn for the European market. Funding was provided under the Agency for International Development (USAID) project called Restructuring Agriculture and Agribusiness Private Sector (RAAPS). The project is administered by ACDI of Washington, DC. The RAAPS project is one of America's new international development programs conducted by USAID. It pairs up agribusiness firms from Hungary and the U.S. with the overall goal of supporting privatization and restructuring of the agricultural sector of Hungary's formerly state-managed economy. For more information contact: Michael Feldtmose, ACDI, tel: 202-879-0220 or FAX: 202-626-8726.

Economic Research Service (ERS) Information Center Established - CORRECTION

In the *Vignettes* November 1995 issue, page 3, under the heading "Economic Research Service (ERS) Information Center Established," the following information "including answering questions such as how many acres are planted to corn in the U.S., or how much butter and milk is produced by dairy cows," was erroneously listed as part of ERS services. Statistical information and/or publications are provided by the National Agricultural Statistical Service (NASS), U.S. Department of Agriculture rather than ERS. For more information on NASS products and services, E-mail: nass@ag.gov or FAX: 202-690-1311.

Integrated System for Information Services (ISIS) Via the Internet

The National Agricultural Library's Integrated System for Information Services, also known as ISIS, is now accessible on the Internet. Within ISIS, two databases are available to researchers for information retrieval. These databases are the NAL Online Catalog and the Journal Article Citation database. For information about ISIS, searching tips, navigational command, see separate enclosure.

See Items, page 3

Internet Access for International Business, Economics, Marketing and Trade Information

- Arabnet: International Arabic News. Includes international trade sourcing
URL: <http://ourworld.compuserve.com/homepages/gemland>
 - China Business Corner. For those doing business in China
URL: <http://206.31.83.175/cbc/welcome.htm>
 - Hong Kong Trade Development Council Home-Page. A comprehensive trade and business information on Hong Kong and Mainland China, on-line trade enquiry, trade fair registration, order research and product publication, and view product advertisement.
URL: <http://www.tdc.org.hk>
 - Major World Trade-Home Page. An established trade firm which has divisions specializing in: Agriculture, commodities, food and beverage, medical supplies and equipment, raw materials, chemicals, manufacturing, construction, telecommunications, and transportation.
URL: <http://www.visi.com/major>
 - The 1994 Agricultural Statistics book is available on the National Agricultural Statistical Service (NASS) Home Page. It is in Adobe Acrobat PDF format.
URL: <http://www.usda.gov/nass/>
 - Public Affairs Information Service, Inc. (PAIS) Home Page. PAIS is the publisher of PAIS International database, covering political, economic, and social issues. The PAIS home page is uploaded on the 30th of each month.
URL: <http://pais.inter.net/pais/>
 - Russian American Business Assistance Center-RABAC. Provides a wide variety of support services to companies (both U.S. and Russian) that are either engaged in or plan to engage in Russian-American trade, investment or business partnership.
URL: <http://rabac.com>
 - SICE-The Foreign Trade Information System. Contains information to facilitate trade and investment negotiations as well to conduct regional and hemispheric studies. New documents on trade regulations are added weekly.
URL: <http://www.sice.oas.org>
- For more information about SICE, please contact the Organization of American States, tel: 202-458-3725; FAX: 202-458-3907; e-mail: sice@oas.org
- WWW Sites of Agricultural Market News Wire Reports, Agricultural Marketing Service (AMS), USDA publications.

Market Information System at the University of Florida

URL: <http://gnv.ifas.ufl.edu/~MARKETING/MARKET.HTML>

[Report and information areas include: AMS F&V Terminal Market Prices (by city); AMS F&V Shipping Point Prices FOB (by city); AMS Crop Production Reports; AMS Cotton Reports; AMS Dairy Reports; AMS Fruit&Vegetable Reports; AMS Grain Reports; AMS Livestock Reports; AMS Crop & Weather Reports; AMS Poultry Reports; and Expanded list of some AMS F&V abbreviated words.]

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Gopher at the University of Kentucky, Lexington

URL: [gopher://shelley.ca.uky.edu/11/agmkt/market_wire/](http://shelley.ca.uky.edu/11/agmkt/market_wire/)

[Gopher menu choices: Dairy Reports; Feedstuffs Reports; Futures; Grain Reports; Hay Reports; Livestock Reports/ Meat Reports; Poultry Reports; Tobacco Reports; International Reports; and Other Reports.]

Gopher at the University of Nebraska, Lincoln

URL: [gopher://unlvm.unl.edu/11/markets](http://unlvm.unl.edu/11/markets)

[Gopher menu choices: USDA-AMS Grain Reports; USDA-AMS Livestock Reports; USDA-AMS Dairy Reports; USDA-AMS Poultry Reports; USDA-ERS Situation and Outlook Report Summaries sorted by DATE; USDA-ERS Situation and Outlook Report Summaries sorted by TITLE; USDA-NASS Crop Production Reports; USDA Economics & Statistics Databases at Cornell Mann Library.]

- South African Consulate in Los Angeles. Information on daily news bulletins, updated information on trade, investment, tourism, sports, visas and passports.
URL: <http://link2southafrica.com>
- TRADEBASE. Office of Export Promotion, U.S. Department of Commerce. TRADEBASE is an Electronic Trade Information Sharing Center designed to serve as a clearinghouse to merge the vast array of trade information available from both the public and private sectors.
URL: <http://www.ita.doc.gov/tradebase/>
- U.S.-Saudi Arabian Business Council Web Site. Provides up-to-date economic, industry, export and import data; trade and business opportunities.
URL: <http://www.us-saudi-business.org>
- USA DATA, New York, NY. Provides a wealth of marketing and resource information.
URL: <http://www.usadata.com/usadata/market/albcat.htm>

Publications

Books/Guides

- *China Financial Outlook'95*. Compiled and published by the People's Bank of China, 1995. Cost: \$98.00.

Coverage: This resource guide contains 19 special reports on all major issues covering monetary policy to foreign exchange and exchange trends and accounting reforms to the development and supervision of financial institutions.

Order from: WorldBase Information Services Co., 3B, Unionway Commercial Center, 283 Queens Road Central, Hong Kong. Tel: 852-2851-3837; FAX: 852-2815-6146.

- *Doing Business in Asia - The Complete Guide*. By Sanjyot P. Dunung. Publisher: New York, NY: Lexington Books, 1995. 622pp. Cost: \$23.00.

Coverage: Contains comprehensive information for doing business in 20 Asian countries, providing background information on each country's history, economy, political structure, and traditional business practices. Lists of contacts in Asia also are provided.

Order from: Lexington Books, 866 Third Ave., New York, NY 10022. Tel: 212-702-4308.

- *Doing Business in Asia's Booming "China Triangle."* By Christopher Engholm. Publisher: Englewood Cliffs, NJ: Prentice Hall, December 1994. 286pp. Cost: \$23.95.

Coverage: A complete guide to investing in China; trade opportunities featuring market entry strategies, and more.

See Publications, page 5

Publications, continued from page 4

Order from: Prentice Hall, Prentice Hall Building, Englewood Cliffs, NJ 07632. Tel: 1-800-288-4745.

- *Export Import: Everything You and Your Company Need to Know to Compete in World Markets.* By Joseph A. Zodl. Publisher: Cincinnati, OH: Better Way Books, 1995. 160pp. Cost: \$16.99.

Coverage: Gives basic, across-the-board information about international trade. Updated to cover the NAFTA and GATT/World Trade Organization.

Order from: Better Way Books, 1507 Dana Ave., Cincinnati, OH 445207. Tel: 1-800-289-0963.

- *International Business Information, How to Find It, How to Use It.* By Ruth Pagell and Michael Halperin. Publisher: Phoenix, AZ: ORYX, 1994. 384pp. Cost: \$74.50

Coverage: Contains a wealth of international business information sources, both electronic and print. All major business environments outside the U.S. are covered, with special coverage of the most recent sources on Eastern Europe, the former Soviet Union, and Asia.

Order from: ORYX, 4041 N. Central Ave., Ste. 700, Phoenix, AZ 85012-3397. Tel: 1-800-279-6799 or FAX: 1-800-279-4663.

- *The Washington Almanac of International Trade and Business, 1995-96.* William O. Scouton, editor. Publisher: Washington, DC: Almanac Publishing, Inc., 1995. 610pp. Cost: \$149.00 + \$5.00 for shipping and handling.

Coverage: Contains information on the international community in Washington, DC, embassies and their staffs, the U.S. Government departments and agencies that oversee international policy, and private international interest groups and individuals.

Order from: Strategic Information, Inc., 1101 30th St., NW, Ste. 500, Washington, DC 20007. Tel: 202-625-4306 or FAX: 202-625-4363.

- *World Databases in Patents.* C.J. Armstrong, editor. Publisher: New Providence, NJ: Bowker-Saur, 1995. 750pp. Cost: \$165.00.

Coverage: Includes multi-source coverage of trade names, patents, trademarks, and standards used throughout the world.

Order from: Bowker-Saur, New Providence, NJ at 1-800-521-8110.

Reports

U.S. Department of Agriculture (USDA)

Agricultural Marketing Service (AMS), Shipper & Exporter Assistance Program, Transportation and Marketing Division, Washington, DC.

For ordering information contact: Kathie Healey or Maikel Del Cuadro, tel: 202-690-2325; FAX: 202-690-1340.

- *Ocean Rate Bulletins:* (Free publication):
Almonds, issue date: January 26, 1996
Fresh Apples, issue date: January 25, 1996
Fresh Grapefruits, issue date: January 26, 1996
Fresh Lemons, issue date: January 26, 1996
Frozen Beef Primals, issue date: January 26, 1996
Frozen Poultry, issue date: January 26, 1996
Pistachios, issue date: January 26, 1996

Economic Research Service (ERS) and National Agricultural Statistical Service (NASS), Washington, DC.

For ordering information contact: ERS-NASS, 341 Victory Dr., Herndon, VA 22070. Tel: 1-800-999-6779 U.S. and Canada (weekdays 8:30-5:00 ET). Other areas call: 703-834-0125 or FAX: 703-834-0110.

Reports/Yearbooks

- *Agricultural Prices.* Annual Report, July 1995. Stock# ZAP-95, cost: \$15.00.
- *Agriculture and the Environment in the European Union.* Research Report, October 1994. 14pp. Stock# AIB-708, cost: \$9.00.
- *Europe International Agriculture and Trade Situation and Outlook.* September 1994. 107pp. Stock# WRS-94-5, cost: \$9.00.
- *Food Spending in American Households, 1980-92.* Statistical Bulletin, October 1994. 74pp. Stock# SB-888, cost: \$12.00.

See Publications, page 6

Publications, continued from page 5

- *Global Review of Agricultural Policies: Western Hemisphere*. Statistical Bulletin, September 1994. 97pp. Stock# SB-892, cost: \$12.00.
- *Oil Crops Yearbook*. Statistical Review, July 1995. 61pp. Stock# OCS-1995, cost: \$15.00.
- *Red Meats Yearbook*. Statistical Review, 1995. 118pp. Stock# SB-921, cost: \$15.00.
- *U.S. Agricultural Exports Under Public Law 480*. Statistical Bulletin, February 1994. 304pp. Stock# SB-876, cost: \$15.00.

U.S. General Accounting Office (GAO)

For ordering information and cost of publications contact: U.S. General Accounting Office, P.O. Box 6015, Gaithersburg, MD 20884-6015; tel: 202-512-6000; FAX: 301-258-4066; TDD 301-413-0006.

- *Foreign Assistance. Assessment of Selected USAID Projects in Russia*. Washington, DC: National Security and International Affairs Division, GAO August 1995. 99pp. Report no. GAO/NSIAD-95-156.
- *Fruit Juice Adulteration. Detection Is Difficult, and Enhanced Efforts Would Be Costly*. Washington, DC: Resources, Community, and Economic Development Division, GAO November 3, 1995. 21pp. Report no. GAO/RCED-96-18.
- *Multilateral Development Banks. U.S. Firms' Market Share and Federal Efforts to Help U.S. Firms*. Washington, DC: General Government Division, GAO September 1995. 40pp. Report no. GAO/GGD-95-222.
- *State Trading Enterprises. Compliance with the General Agreement on Tariffs and Trade*. Washington, DC: General Government Division, GAO August 1995. 32pp. Report no. GAO/GGD-95-208.
- *U.S. Department of Agriculture. Foreign Agricultural Service Could Benefit from Better Strategic Planning*. Washington, DC: General Government Division, GAO September 1995. 56pp. Report no. GAO/GGD-95-225.

Articles of Interest

The October 1995 issue of the *AgExporter Magazine* contains articles on:

- "Highlights of the Burgeoning Market for U.S. Snacks in Malaysia and Brazil." [A list of major Malaysian supermarkets is also included.]
- "Niche Markets for U.S. Horticultural Products in Mexico and Taiwan."
- "Information on USDA and Regional Trade Association Programs to Boost Agricultural Exports."
- "Special Chart Overview of U.S. Agricultural Exports to South America."
- "Switzerland's Growing Market for U.S. Asparagus."
- "U.K. Consumers' Warm Response to U.S. Wines."

The entire November 1995 issue of the *Ag Exporter Magazine* is dedicated to "Charting the Future Through Cooperation: How USDA helps Developing Nations Through Technical Assistance;" "Agribusiness Opportunity Missions Link U.S. Firms with Foreign Counterparts;" and more.

Other Articles of Interest

- "Excitement Brewing Over U.S. Beer." Andy Elrick. In: *AgExporter*, VII(12):18, December 1995.
- "Health Food Market Emerging on Taiwan. American Institute in Taiwan." In: *AgExporter*, VII(12):9-11, December 1995.
- "Papua New Guinea: Market Worth Exploring." Bernard Kong. In: *AgExporter*, VII(12):14-15, December 1995.
- "U.S. Lobsters Claw Their Way Into Growing Taiwan Market." American Institute in Taiwan. In: *AgExporter*, VII(12):12-13, December 1995.

The *AgExporter Magazine* is published by the Foreign Agricultural Service, U.S. Department of Agriculture, Washington, DC. **Order from:** National Technical Information Service, Subscription Section, Springfield, VA 22161. Tel: 703-487-4630; TDD: 703-487-4639. Price: Domestic \$34.00, foreign \$42.00 (12 issues).

Conferences/Meetings/Trade Shows

Internet Access for Information on Conferences/Trade Shows

- American Banker Electronic Banking Conference
URL: <http://www.trinet.com/americanbanker/>
- Expositions and Trade Shows
URL: <http://www.expoguide.com/shows/shows.htm>
- Federal Business Council
URL: <http://www.clark.net/pub/fbc/www/fbc.html>
- Table of Moscow Trade Shows
URL: <http://www.nar.com/shows.html>
- Trade Shows, Expositions and Conferences
URL: <http://www.tradegroup.com/>
- Trade Shows on the Internet
URL: <http://www.catch22.com/webexpo>

Trade Shows

International Food and Beverage Shows and Sales Missions are sponsored by the USDA's Foreign Agricultural Service. For additional information on the shows and sales missions listed below, please contact: USDA Trade Show Office, Foreign Agricultural Service, AgBox 1052, Washington, DC 20250-1052. Tel: 202-690-1182; FAX: 202-690-4374; and/or contact listed under a specific trade show.

1996

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| April 2-5 | Shanghai Hotelex/Foodex'96, Shanghai, China. Contact: Scott Reynolds, Agricultural Trade Officer, Shanghai, China, tel: 8621-6279-8622; FAX: 8621-6279-8336. |
| May 9-13 | The CIBUS 1996 International Food Industry Show, Parma Fairgrounds, Parma, Italy. Contact: Holly Higgins, American Embassy, Milan Agricultural Officer, PSC 59-Box M, APO AE 09624. Tel: 02-290-35260; FAX: 39-2-659-9641. |
| June 15-18 | 1996 Taipei International Food Industry Show. Contact: Daniel A. Martinez, Agricultural Trade Officer, American Institute in Taiwan, Agricultural Trade Office, 2F, 54 Nan Hai Road, Taipei, Taiwan, tel: 886-2-305-4883; FAX: 886-2-305-7073; E-mail address: aitato@arc.org.tw |

Other Trade Shows/Conferences/Meetings

1996

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| March 12-14 | Boston Seafood Show, Hynes Convention Center, Boston, MA. Contact: tel: 207-772-3005. |
| March 24-27 | International Jelly and Preserve Association, Annual Meeting, La Costa Resort, San Diego, CA. Contact: tel: 404-252-3663. |
| April 13-18 | International Association of Refrigerated Warehouses, 105th Annual Convention, Hyatt Regency Hill Country Resort, San Antonio, TX. Contact: tel: 301-652-5674. |

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- April 16-19 **Food Industry/Food Pack'96, Gothenburg, Sweden.** For more information contact: SCS Exhibitions Ltd., 212 London Road, North End, Portsmouth PO2 9JE. Tel: 01705665133.
- April 21-26 **International Conference on Controlled Atmosphere and Fumigation in Stored Products.** Nicosia, Cyprus. Contact: Dr. Andreas Varnava, Secretary of the Organizing Committee, Cyprus Grain Commission, PO Box 1777, Nicosia, Cyprus. FAX: +357-2-452141.
- April 28-May 1 **Food and Drink Expo, Birmingham, U.K.** For more information contact: Blenheim Events, 630 Chiswick High Road, London W 4 5BG. Tel: 0181-742-2828.
- May 5-8 **Association for Dressings/Sauces, Walt Disney World Hilton, Orlando, FL.** Tel: 404-252-3663.
- May 5-8 **Food Marketing Institute Retail Annual Convention, McCormick Place, Chicago, IL.** Contact: tel: 202-452-8444; FAX: 202-429-4519.
- May 14-16 **The National Online Meeting and IOLS'96, New York Hilton, New York, NY.** Contact: Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055-8750. Tel: 609-654-6266; FAX: 609-654-4309.
- May 18-22 **National Restaurant Association, 77th Annual Foodservice Convention, McCormick Place, Chicago, IL.** Contact: tel: 202-331-5900.
- June 13-16 **AFIA*AGROMEXICO'96, Expo Guadalajara, Guadalajara, Jalisco, Mexico.** Contact: International Trade Information, Inc., tel: 818-340-8864; FAX: 818-340-7017, or American Feed Industry Association, tel: 703-524-0810; FAX: 703-524-1921.

Vignettes is issued quarterly by the Agricultural Trade and Marketing Information Center (ATMIC) at the United States Department of Agriculture (USDA), Agricultural Research Service (ARS), National Agricultural Library (NAL). The newsletter is available free upon request from ATMIC, NAL, Room 304, 10301 Baltimore Ave., Beltsville, MD 20705-2351.

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